

Exhibit 28
to Mao Declaration ISO
Plaintiffs' Motion for Leave to
Amend Complaint

Public Redacted Version

Design Doc for Changing WAA-off Logging

[go/change-waa-logging-design](#) | Status: Launched

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Last Updated: Jun 25, 2020

[Master PRD for the overall effort](#), [One page summary](#), [ariane/297411](#), [Tracking bugs](#)

Date created: Feb 22, 2019

UPDATE:

- This doc is up to date for the experiment diversion plan and the current co-diverted experiment setup for ramping up the logging change from Zwieback to Gaia-keyed logs. [go/waa-off-gaia](#) describes the *additional* changes to the identifier logged for WAA-off data in plogs.
- We will be obfuscating the Gaia ID for WAA-off logs. Changes for this are currently underway and described in go/waa-off-gaia. We will update the design doc with these changes.
- For the latest timelines, please refer to the [tracker](#) and subscribe to [g/change-waa-logging-announce](#).

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Objective

Logging for personal features (e.g. navigating home, calling mom) can create re-identifiable logs, which requires consent, transparency and control to retain outside the wipeout period. Users with Web and App Activity (WAA) off have not provided such consent, so we instead turn personal features off and log to Zwieback-keyed archival logs instead. As a result, users with WAA-off cannot use such personal features, which leads to user frustration. The goal of this project is to change WAA-off logging to GAIA-tmp (existing pLogs with tombstoning within wipeout) instead of Zwieback-keyed archival logs so such features can be re-enabled. ([PRD](#))

Background

[Web and App Activity \(WAA\)](#) is a UDC setting which currently gates collection of user interactions, use of user activity for personalization and decision to personalize certain features or not. This conflation of data collection and usage control means users need to opt in to activity tracking even for non-history based features such as navigating to home/ work, playing music or turning on lights. The goal of this project is to enable non-history based features to work without WAA, while respecting the user's privacy preferences and providing them with appropriately scoped personalization controls.

Logging for personal features creates re-identifiable logs (e.g. the log for navigating home will reference the home address). To address this, personal logs were launched in 2013 due to increasing personalization in Search. The existing WAA control and My Activity dashboard were used to obtain consent, transparency and control over these identifiable logs.

While the path for users with WAA-on was clear, there were several less good ways to address signed-in WAA-off users, including scrubbing, disabling personalization or dropping the logs. The steering committee elected to turn off personalization for WAA-off users and coupling logging policy with personalization decisions, due to concerns over loss of data for analysis and high percentage of users with WAA-off at the time (30-40%) [[Doc](#), [Doc](#)].

The resulting product behavior is very confusing to users, particularly the growing class concerned about privacy. Seemingly straightforward commands in the Assistant involving navigation, media, communication, reservations and even web answers are blocked on enabling WAA. Even though this is meant to protect privacy, by keeping identifiable information out of Zwieback-keyed logs, it can come across in a more negative light.